Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (Canceled).

2.   (Previously Presented) The method of claim 15 wherein the pre-processing includes one of the following steps:

Reducing the file size of the media object,

Compressing the media object for purposes of transportation,

Changing the file format of the media object,

Changing the aspect ratio or otherwise cropping the media object,

Adding text or other annotation to the media object,

Encoding or otherwise converting the media object,

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,

Combining (including stitching) of multiple media objects, or

Enhancing the image by changing its contrast or saturation values.

3.   (Previously Presented) The methods of claims 15 or 2 wherein the media object is associated with the media object identifier by dragging a visual representation of the media object to the graphical user interface of the media object identifier.

4.   (Previously Presented) The methods of claims 15 or 2 wherein the media object is associated with the media object identifier by browsing and selecting files.

5.   (Previously Presented) The methods of claims 15 or 2 wherein more than one media object is associated or processed simultaneously.

6.   (Previously Presented) The methods of claims 15 or 2 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

7.   (Canceled).

8.   (Previously Presented) The method of claim 15 wherein the pre-processing includes reducing the size of the media object.

9.   (Previously Presented) The method of claim 15 wherein the pre-processing includes modifying the format of the media object.

10.   (Previously Presented) The method of claim 15 wherein the media object identifier allows display of the media object in context on the web page.

11.   (Canceled).

12.   (Canceled).

13.   (Previously Presented) The method of claim 15 wherein the media object is a digital image.

14. (Canceled).

15. (Previously Presented) A method comprising the steps of:

accessing at least one media object identifier, the media object identifier being embedded within a third-party web site, the media object identifier including a graphical user interface for acquiring media objects;

associating a media object with the media object identifier; and

pre-processing the media object by the media object identifier for the requirements of the third-party web site, the pre-processing being done without additional user selection of the pre-processing.

16. (Previously Presented) A method comprising the steps of:

accessing a web site containing a media object identifier, the media object identifier including a graphical user interface for acquiring media objects;

associating a media object with the media object identifier; and

pre-processing the media object by the media object identifier for the requirements of a web site, the pre-processing including checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size reducing the file size of the media object, the pre-processing being done without user selection of the pre-processing.

17. (Previously Presented) The method of claim 16 wherein the pre-processing further includes one of the following steps:

Compressing the media object for purposes of transportation,

Changing the file format of the media object,

Changing the aspect ratio or otherwise cropping the media object,

Adding text or other annotation to the media object,

Encoding or otherwise converting the media object,

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,

Combining (including stitching) of multiple media objects, or

Enhancing the image by changing its contrast or saturation values.

18.   (Previously Presented) The method of claim 16 wherein the media object is associated with the media object identifier by dragging a visual representation of the media object to the graphical user interface of the media object identifier.

19.   (Previously Presented) The method of claim 16 wherein the media object is associated with the media object identifier by browsing and selecting files.

20.   (Previously Presented) The method of claim 16 wherein more than one media object is associated or processed simultaneously.

21.   (Previously Presented) The method of claim 16 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

22.   (Previously Presented) The method of claim 16 wherein the media object identifier allows display of the media object in context on the web page.

23. (Previously Presented) The method of claim 16 wherein the media object identifier is embedded in the web site.

24. (Previously Presented) The method of claim 16 wherein the media object is a digital image.

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25. (Canceled).

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26. (Previously Presented) The computer readable medium containing a program of claim 48 wherein the pre-processing includes one of the following steps:

Reducing the file size of the media object,

Compressing the media object for purposes of transportation,

Changing the file format of the media object,

Changing the aspect ratio or otherwise cropping the media object,

Adding text or other annotation to the media object,

Encoding or otherwise converting the media object,

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,

Combining (including stitching) of multiple media objects, or

Enhancing the image by changing its contrast or saturation values.

27. (Previously Presented) The computer readable medium containing a program of claim 48 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

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28. (Previously Presented) The computer readable medium containing a program of claim 48 wherein the pre-processing includes reducing the size of the media object.

29. (Previously Presented) The computer readable medium containing a program of claim 48 wherein the pre-processing includes modifying the format of the media object.

30. (Previously Presented) The computer readable medium containing a program of claim 48 wherein the media object is a digital image.

31. (Canceled).

32. (Previously Presented) The computer readable medium containing a program of claim 49 wherein the pre-processing further includes one of the following steps:

Compressing the media object for purposes of transportation,

Changing the file format of the media object,

Changing the aspect ratio or otherwise cropping the media object,

Adding text or other annotation to the media object,

Encoding or otherwise converting the media object,

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,

Combining (including stitching) of multiple media objects, or

Enhancing the image by changing its contrast or saturation values.

33.   (Previously Presented) The computer readable medium containing a program of claim 49 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

34.   (Previously Presented) The computer readable medium containing a program of claim 49 wherein the media object identifier is embedded in the web site.

35.   (Previously Presented) The computer readable medium containing a program of claim 49 wherein the media object is a digital image.

36.   (Previously Presented) The method of claim 15, wherein the media object identifier is configurable to control the pre-processing.

37.   (Previously Presented) The method of claim 36, wherein the media object identifier is configurable by operators of the third party web site to control the pre-processing.

38.   (Previously Presented) The method of claim 15, wherein requirements relate to presentation requirements of the third party web site.

39.   (Previously Presented) The method of claim 16, wherein the media object identifier is configurable to control the pre-processing.

40. (Previously Presented) The method of claim 39, wherein the media object identifier is configurable by operators of the web site to control the pre-processing.

41. (Previously Presented) The method of claim 16, wherein requirements relate to presentation requirements of the web site.

42. (Previously Presented) The computer readable medium containing a program of claim 48, wherein the media object identifier is configurable to control the pre-processing.

43. (Previously Presented) The computer readable medium containing a program of claim 42, wherein the media object identifier is configurable by operators of the third party web site to control the pre-processing.

44. (Previously Presented) The computer readable medium containing a program of claim 48, wherein requirements relate to presentation requirements of the third party web site.

45. (Previously Presented) The computer readable medium containing a program of claim 49, which the media object identifier is configurable to control the pre-processing.

46. (Previously Presented) The computer readable medium containing a program of claim 45, wherein the media object identifier is configurable by operators of the web site to control the pre-processing.

47.   (Previously Presented) The computer readable medium containing a program of claim 49, wherein requirements relate to presentation requirements of the web site.

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48.   (Previously Presented) A computer readable medium containing a program adapted to implement the method of:

associating a media object with a media object identifier, the media object identifier being embedded within a third-party web site, the media object identifier including a graphical user interface for acquiring media objects; and

pre-processing the media object by the media object identifier for the requirements of the third-party web site, the pre-processing being done without user selection of the pre-processing.

49.   (Previously Presented) A computer readable medium containing a program adapted to implement the method of:

associating a media object with a media object identifier at a web site, the media object identifier including a graphical user interface for acquiring media objects; and

pre-processing the media object by the media object identifier for the requirements of a web site, the pre-processing including checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size reducing the file size of the media object, the pre-processing being done without user selection of the pre-processing.

50.   (Currently Amended) A method comprising:

acquiring a media object with a web page displayed at a local computer;

pre-processing the media object at the local computer without user selection of the pre-processing, wherein the web page contains parameters used to control the pre-processing; and

uploading the pre-processed media object from the local computer to a remote server.

51.　(Currently Amended) The method of claim 50, wherein the web page includes an embedded graphical user interface for acquiring media objects acquisition software.

52.　(Previously Presented) The method of claim 51, wherein the graphical user interface embedded in the web page is positioned within a rectangular region of the web page display.

53.　(Currently Amended) The method of claim 5250, wherein the web page includes code for acquiring the obtaining media object acquisition software.

54.　(Currently Amended) The method of claim 5053, wherein the media object acquisition software code includes media object identifier.

55.　(Previously Presented) The method of claim 54, wherein the media object identifier is an active X or Java applet component.

56.　(Canceled).

57.　(Previously Presented) The method of claim 50, wherein the remote server enables the media object to be displayed in a destination web site.

58.   (Currently Amended) The method of claim 5051, wherein the web page is used to acquire the media object is acquired by a user dragging and dropping the media object into a the graphical user interface for media object acquisition software embedded in the web page.

59.   (Currently Amended) The method of claim 5051, wherein a the graphical user interface for media object acquisition software embedded in the web page can be used to select media objects from a file system of the local computer.

60.   (Previously Presented) The method of claim 50, wherein the pre-processing includes changing a file type of media object.

61.   (Currently Amended) The method of claim 50, wherein pre-processing comprises resizing the media object. includes checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size, reducing the file size of the media object.

62.   (Previously Presented) The method of claim 50, wherein the local computer displays the web page using a browser.

63.   (Previously Presented) The method of claim 50, wherein the media object is a digital image.

64.   (Previously Presented) The method of claim 50, wherein the uploading is done after the user selects a submit button displayed on the web page.

65. (Previously Presented) The method of claim 64, wherein the pre-processing occurs after the user selects the submit button but before the uploading.

66. (Currently Amended) A computer readable medium containing a program adapted to implement a method of:

acquiring a media object with a web page displayed at a local computer;

pre-processing the media object at the local computer without user selection of the pre-processing, wherein the web page contains parameters used to control the pre-processing; and

uploading the pre-processed media object from the local computer to a remote server.

67. (Currently Amended) The computer readable medium containing a program of claim 66, wherein the web page includes an embedded graphical user interface for acquiring media objects-acquisition software.

68. (Previously Presented) The computer readable medium containing a program of claim 67, wherein the graphical user interface embedded in the web page is positioned within a rectangular region of the web page display.

69. (Currently Amended) The computer readable medium containing a program of claim 6866, wherein the web page includes code for obtaining-acquiring the media object-acquisition software.

70. (Currently Amended) The computer readable medium containing a program of claim 6669, wherein the media object acquisition softwarecode includes a media object identifier.

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71.   (Previously Presented) The computer readable medium containing a program of claim 70, wherein the media object identifier is an active X or Java applet component.

72.   (Canceled).

73.   (Previously Presented) The computer readable medium containing a program of claim 66, wherein the remote server enables the media object to be displayed in a destination web site.

74.   (Currently Amended) The computer readable medium containing a program of claim 66~~67~~, wherein ~~the web page is used to acquire~~ the media object is acquired by a user dragging and dropping the media object into a the graphical user interface ~~for media object acquisition software embedded in the web page~~.

75.   (Currently Amended) The computer readable medium containing a program of claim 66~~67~~, wherein a the graphical user interface ~~for media object acquisition software embedded in the web page~~ can be used to select media objects from a file system of the local computer.

76.   (Previously Presented) The computer readable medium containing a program of claim 66, wherein the pre-processing includes changing a file type of media object.

77.   (Currently Amended) The computer readable medium containing a program of claim 66, wherein pre-processing comprises resizing the media object.

includes checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size, reducing the file size of the media object.

78.   (Previously Presented) The computer readable medium containing a program of claim 66, wherein the local computer displays the web page using a browser.

79.   (Previously Presented) The computer readable medium containing a program of claim 66, wherein the media object is a digital image.

80.   (Previously Presented) The computer readable medium containing a program of claim 66, wherein the uploading is done after the user selects a submit button displayed on the web page.

81.   (Previously Presented) The computer readable medium containing a program of claim 80, wherein the pre-processing occurs after the user selects the submit button but before the uploading.

82.   (Canceled).

83.   (Canceled).

84.   (Previously Presented) The method of claim 15, wherein the pre-processed media object is uploaded to a remote server which enables the media object to be displayed on the web site.

85.   (Previously Presented) The method of claim 16, wherein the pre-processed media object is uploaded to a remote server which enables the media object to be displayed on the web site.